

Walker County School District launches national parent involvement campaign

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“Be There” is a multimedia, research-based campaign full of tips and strategies to help parents turn ordinary moments at home into extraordinary learning opportunities by connecting with their children during daily routines. According to “Be There” backers, connecting with children does not require additional resources of time or money. It takes only a minute to make eye contact while making dinner or doing the laundry, to ask a question during the drive to or from school, or to use a bedtime story to connect with a child.

“All signs point to a need for increased parental involvement in each child’s education,” said George Cherry, coordinator of the Walker County Schools Parent Involvement Program. “As much as we care, we know that teachers and administrators cannot do it alone. We need parents as our partners to reinforce the message that education is important and that students learn from their first teachers — their parents.”

One hundred percent of the research studies compiled by The Parent Institute, a “Be There” partner, indicates that parental involvement has a significant impact on student success. It takes only a small increase in parent input to see measurable results in student output. The following research from The Parent Institute underscores the importance of that input:

1. The family provides the child’s primary educational environment.
2. Involving parents in their children’s education improves student achievement.
3. High scoring schools and school districts have high levels of parental involvement.
4. The benefits last a lifetime; they are not confined to early childhood or the elementary level.
5. Research shows parental involvement is still needed and beneficial in both middle and high schools.
6. To create a successful team, there must be a strong connection between teachers and parents.

Voss & Associates, developers of the “Be There” campaign, have been helping educators communicate for almost two decades on the subjects of education, reform, technology, children’s issues and strategic communications. Resources available on the Web site, www.bethere.org, encourage parents to “Be There” for their children by sharing teachable moments as their favorite teacher.

“One moment of connecting with your child daily will multiply into a lifetime of benefits,” said Cherry.

Walker County Schools joins other districts across the nation with the pledge “Together, we can be there for our children” to give them the best education possible. For more information, contact George Cherry at (706) 638-7966 or a parent involvement specialist at a Walker County School.